

# LOWERING DIGITAL EMISSIONS

ENGAGEMENT	IMAGES & COPY	VIDEO & FX
 <p>Swoosh! That's the first tick in the box! Followed by actioning these tips and (hopefully) passing these pointers on.</p>	 <p>Take a 90's approach to content, keeping your images and copy light. Embrace 50K pics and formats such as WebP.</p>	 <p>Consider the length and quality settings of videos. Question the FX that are in use. Things might run much smoother without.</p>
ANALYTICS	USER EXPERIENCE	SOCIAL MEDIA
 <p>Stockpiling data generates additional CPU demands (Javascript). There's also the question of stockpiling itself.</p>	 <p>How many ads, signup boxes and cookies notices are on your site? Reward quicker visits and encourage less time online.</p>	 <p>Likes, dislikes, flicks and clicks... Take a social timeout and the emissions will diminish. Along with anxiety, FOMO...</p>
ENERGY USE	GREENER TOOLS	GO THE EXTRA MILE
 <p>One of the easiest ways of lowering emissions is to switch to a renewable energy supplier and hosting co.</p>	 <p>Seek out greener alternatives. Like the Ecosia search engine, who plant a new tree for every 45 searches made.</p>	 <p>Consider donating a percentage of income to the many change makers out there. Like 1% For The Planet.</p>

YES, THIS GUIDE WOULD LOOK GREAT PRINTED AND COVERED IN TICKS. BUT LET'S SAVE THE PAPER, INK AND PLANET AND ACT ON ITS CONTENTS INSTEAD. MANY THANKS.